

I claim:

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A method for distributing video images of a sporting event comprising the steps of providing each of a plurality of participants in said sporting event with a video camera, providing each of said cameras with a respective transmitter for transmitting information regarding video images generated by the camera, providing retransmission equipment for receiving information transmitted by the transmitter and directing information regarding video images from each of the plurality of cameras to respective channels for remote viewing at viewers' locations, providing channel selectors that permit viewers to select from among the channels, simultaneously operating said cameras during the entertainment event so as to generate a plurality of camera feeds during the event, each feed reflecting a perspective of a respective participant, transmitting the plurality of feeds to the retransmitting equipment, and retransmitting the feeds to said channels, such that a viewer is allowed to select from a plurality of said channels to thus enable viewing of the sporting event through the perspective of one or more participants of greatest interest to the particular viewer.

2. The method of claim 1 in which the video cameras are provided with microphones and provide audio information that accompanies the video image information and is selectively receivable by viewers.
3. The method of claim 1 wherein the information regarding video images is transmitted by way of a pay-per-view television system, wherein the viewer selects video images of interest by selecting a particular pay-per-view channel.
4. The method of claim 1 wherein the information regarding the video images is transmitted by way of the Internet and the viewer selects video images of interest by operating keys or a mouse of a computer.
5. The method of claim 1 wherein viewers select camera feed from a camera associated with a participant of particular interest or a combination of camera feeds from cameras of a plurality of participants of particular interest, wherein a plurality of resulting images are viewed on a split television or monitor screen.
6. The method of claim 1 wherein a split television or monitor screen shows a combination of video images from a camera associated with a participant of particular interest to the viewer, on the one hand, and a standard viewing program of the sporting event on the other.

7. The method of claim 1 in which a provider of the images adds advertising to the video information such that the viewer views advertising information along with images of the sporting event.
8. The method of claim 7 wherein the provider intersperses information about the sporting event or the participant within the advertising information.
9. The method of claim 7 wherein the provider keeps track of viewers' requests for camera feed of the sporting event as a function of the participants of interest and uses the resulting information to help satisfy viewer interest, compensate participants, and price advertising opportunities.
10. The method of claim 1 in which camera feed is generated for all participants in the sporting event.
11. The method of claim 1 in which camera feed is generated for a select group of participants in the sporting event, wherein the select group is determined by the number of viewer requests for feed from cameras associated with the participants.
12. The method of claim 1 in which a viewer selects camera feed relating to a group of participants, wherein the group consists of participants of a particular team or participants that are predicted winners of the event.

13. The method of claim 1 wherein the sporting event is a race car competition.
14. A system for distributing sports entertainment comprising a plurality of video cameras mounted on participants in sporting events, a plurality of respective transmitters for transmitting information regarding video images from the plurality of cameras, retransmission equipment for receiving information from said transmitters and directing information regarding the video images to respective channels for remote viewing at viewers' locations, and channel selectors that permit viewers to select from among the channels, thereby allowing the viewers to select and view video images from at least one of said cameras.